

## ORDER



Orders	Order / Rev:	201710	WVBT
	Alt Order #:	06844960	Petry Philadelphia
	Product Desc:	9/11-9/17 PRIORITIES USA	
	Estimate:	1560	
	Flight Dates:	09/11/12 - 09/17/12	
	Original Date / Rev:	08/27/12 / 08/27/12	
	Order Type:	REG	
Agency	Name:	Mundy Katowitz Media	
	Buying Contact:		Billing Type:
	Billing Contact:		Broadcast
		1322 G Street, Southeast	Billing Cycle:
		Washington, DC 20003	EOM/EOC
			Agency Commission:
			15%
Advertiser	Name:	POL/Priorities USA Action	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL2	Order Separation:
	Priority:	P1	Advertiser External ID:
	Revenue Codes:	AGY, POL, POL-ISS	Agency External ID:
			IN7584/SP7302

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/17/12	13	\$3,400.00	\$2,890.00	September 2012	13	\$3,400.00	\$2,890.00	0.00
					Totals	13	\$3,400.00	\$2,890.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WVBT	8%	\$3,400.00
Market	100%	\$42,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	33%	\$14,025.00
WGNT	6%	\$2,550.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$9,775.00
WTVZ	4%	\$1,700.00
WVEC	26%	\$11,050.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/12/12	09/12/12	M-F 10-11a Millionaire	CM	10-11a	-- W --	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/10/12	09/16/12	-- W --		1				\$100.00		0.00			
E 2	WVBT	09/13/12	09/13/12	M-F 10-11a Millionaire	CM	10-11a	-- T --	:30	1	\$100.00	P1	0.00	NM	1	\$100.00

Order / Rev: 201710  
 Alt Order #: 06844960  
 Flight Dates: 09/11/12 - 09/17/12

Advertiser: POL/Priorities USA Action  
 Product Desc: 9/11-9/17 PRIORITIES USA  
 Estimate: 1560

WVBT

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>MILLIONAIRE</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---T---			1					\$100.00		0.00			
E 3	WVBT	09/14/12	09/14/12	M-F 10-11a Millionaire		CM	10-11a		-----F--	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
<b>MILLIONAIRE</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--			1					\$100.00		0.00			
E 4	WVBT	09/17/12	09/17/12	M-F 10-11a Millionaire		CM	10-11a		M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
<b>MILLIONAIRE</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----			1					\$100.00		0.00			
E 5	WVBT	09/12/12	09/12/12	M-F 4-5p M-F 4-5p		CM	4-5p		--W----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
<b>JERRY SPRINGER</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--W----			1					\$250.00		0.00			
E 6	WVBT	09/13/12	09/13/12	M-F 4-5p M-F 4-5p		CM	4-5p		---T---	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
<b>JERRY SPRINGER</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--T---			1					\$250.00		0.00			
E 7	WVBT	09/14/12	09/14/12	M-F 4-5p M-F 4-5p		CM	4-5p		---F--	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
<b>JERRY SPRINGER</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---F--			1					\$250.00		0.00			
E 8	WVBT	09/17/12	09/17/12	M-F 4-5p M-F 4-5p		CM	4-5p		M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
<b>JERRY SPRINGER</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----			1					\$250.00		0.00			
E 9	WVBT	09/13/12	09/13/12	Springer M-F 5-6p Jerry Springer		CM	5-6p		---T---	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
<b>STEVE WILKOS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--T---			1					\$250.00		0.00			
E 10	WVBT	09/17/12	09/17/12	Springer M-F 5-6p Jerry Springer		CM	5-6p		M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
<b>STEVE WILKOS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----			1					\$250.00		0.00			
E 11	WVBT	09/12/12	09/12/12	M-F 6-7p Maury Povich		CM	6-7p		--W----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
<b>MAURY POVICH</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--W----			1					\$250.00		0.00			
E 12	WVBT	09/17/12	09/17/12	M-F 6-7p Maury Povich		CM	6-7p		M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
<b>MAURY POVICH</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----			1					\$250.00		0.00			
E 13	WVBT	09/15/12	09/15/12	Late News (After Sports)CM Late News (after Sports)													
<b>SATURDAY LATE NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----S-			1	\$1,000.00				0.00					

Totals

13

\$3,400.00